

Reasons of Enabling University students to Face the Negative Effects of Media Globalization

Dr. Saber Jeidouri
Faculty of Education
Damascus University

Abstract

This study aimed to spread awareness among students of Taibah University of the negative impacts of media globalization , and to know the difference in the views of faculty members about the reasons to enable university students to face the negative effects of globalization of media, and for that the researcher designed a questionnaire consisted of (18) items which were distributed to four dimensions after being sure of validity and reliability. The original society of the study consisted of all faculty members in colleges of education and society, Science and Computer Engineering, who are (216) of males and females then a random sample of (174) faculty members was chosen, male and female. After applying the tool of the study to members of the sample and doing the necessary statistical treatments, results showed the approval of the faculty members heavily on all the reasons to enable university students to face the negative effects of globalization of media. As shown by the results of the field study there are no statistically significant differences between males and females due to the variables of the study.

For the paper in Arabic see pages (203-248).